

received by a specific storage device. As well as applicant can determine, the only information Rupper discusses broadcasting in columns 5 and 6 is a price list. The Ruppert price list is not the coupon data recited in claim 54.

Moreover, Ruppert is clearly not modifying the broadcast signal to be received by a specific storage device. At column 6, Ruppert discusses transmitting a price list to customers as they enter the store. The price list is going to be the same for all customers and there is absolutely no indication that Ruppert is trying to transmit a particular price list to a particular customer. If the applicant is misunderstanding the Examiner's rejection, applicant requests that the Examiner point out exactly where Ruppert's specification discloses modifying the price list transmission to be received by a specific customer's storage device.

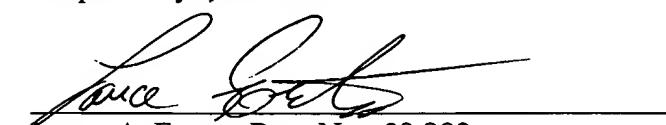
It appears that the Examiner has merely recited Begum for the proposition that it would be obvious to use radio transmissions rather than the infrared transmissions disclosed in Ruppert. Applicant believes the point is moot since Ruppert does not teach the basic elements of claim 54 as alleged by the Examiner. However, applicant does point out that claim 55 further recites that the signal is broadcast at a pager frequency. This is substantial different from Begum who is directing his transmissions for receivers located in the store. No person of skill in the art would broadcast a signal at pager frequencies if the receiver is in the same store as the transmitter. Claim 55 contains an element neither taught nor suggested by the prior art of record.

For all of the reasons given above, applicant suggests the pending claims are in a condition for allowance and requests the same.

Additionally, please note that applicants address has changed. Accordingly, please find attached a revised Application Data Sheet which indicates applicant's current address.

Respectfully Submitted:

Date: 3 MAY 04

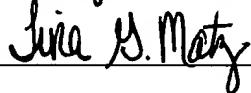


Lance A. Foster, Reg. No.: 38,882  
Jones, Walker, Waechter, Poitevent,  
Carrère & Denègre, L.L.P.  
8555 United Plaza Boulevard, 4<sup>th</sup> Floor  
Baton Rouge, Louisiana 70809  
Tel. No.: (225) 248-2106

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